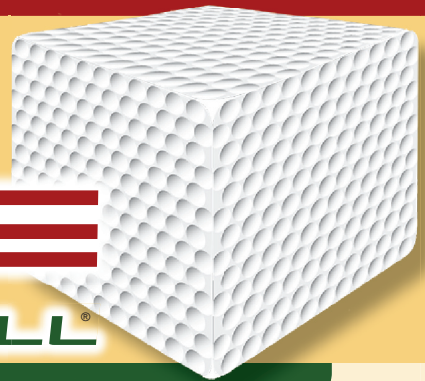


# SQUARE

## GOLF BALL



July 18, 2014

### Get Your Kicks On Route 66

The Square Golf Ball is available with the iconic Route 66 emblem. Route 66 is the highway with the most memories, songs about it, and branded gifts from plates to hats and all things in-between. The popularity of Route 66 branded items offered us an opportunity to add one more gift item to store shelves. The iconic Route 66 symbol has enjoyed public domain status since 1927, although there is a company in the Netherlands who has staked claim to the Route 66 symbol. Currently that “ownership” of the Route 66 logo is only being enforced in Europe, because in the USA the logo is public domain without any single owner. Tourist stops along this historic highway already carry a large assortment of products branded with the iconic Route 66 image, and now those same shops will be able to offer yet another product with The Square Golf Ball. Route 66 spans seven different states, and each state still proudly informs visitors and residents that the “Mother Road” is within their boundaries. Odds are that there will never be a road so admired, discussed and honored as Route 66. While the Interstate system altered Route 66 and all the many motels, shops and sights associated with Route 66, the legend continues today and offers a warm spot with most people who have traveled on historic Route 66. Ideally The Square Golf Ball will provide the same good feeling for people who admire the legend of Route 66.

